



# PLAYERS GO PLACES

Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.

Kings: 12 mg "tar," 1.0 mg nicotine av. per cigarette, by FTC method.  
1.1 mg nicotine av. per cigarette, by FTC method.



Easy going taste in  
a low tar.

Regular and Menthol  
Kings and 100s



D0732-00464A  
Players  
"On Deck"  
National Magazines—1984  
Page 4/C Blend—Roto  
Wells, Rich, Greene, Inc.